

MIRA INFORM REPORT

Report No. :	522931
Report Date :	13.08.2018

IDENTIFICATION DETAILS

Name :	BBC MEDIA ACTION (INDIA) LIMITED
Formerly Known As :	BBC WST LIMITED
Liaison Office :	E-21, Hauz Khaz Market, New Delhi - 110016
Tel. No.:	91-11-42591200
Country :	India
Financials (as on) :	31.03.2017
Date of Incorporation :	03.05.2007
FCRN No.:	F03128
Head Office and Nodal Office Account :	INR 119.947 Million
PAN No. : [Permanent Account No.]	AADCB2196G
GSTN : [Goods & Service Tax Registration No.]	07AADCB2196G1ZR
Legal Form :	Foreign Registered Company
Line of Business :	Subject is in business of media investment management and operations including digital media planning, buying, implementing and providing allied services to its various clients (Charitable project). (Registered Activity and also Confirmed by management)
No. of Employees :	50 (Approximately)

RATING & COMMENTS

(Mira Inform has adopted New Rating mechanism w.e.f. 23rd January 2017)

MIRA's Rating :	A
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Credit Rating	Explanation	Rating Comments
A	Acceptable Risk	Business dealings permissible with moderate risk of default

Maximum Credit Limit :	USD 340000
Status :	Satisfactory
Payment Behaviour :	Usually Correct
Litigation :	Clear
Comments :	<p>Subject is a branch of foreign incorporated company.</p> <p>It was incorporated in the year 2007 and it is engaged in the business of media investment management and operations including digital media planning, buying, implementing and providing allied services to its various clients.</p> <p>For the financial year 2017, the company has achieved growth in its revenue as compared to its previous year along with fair profit margin during the year.</p> <p>Rating continues to derive strength from established track record of its business operations backed by well experienced management team.</p> <p>Payments seem to be usually correct.</p> <p>In view of aforesaid, the company can be considered for business dealings at usual trade terms and conditions.</p> <p>Note:</p> <p>Site visit was conducted at the given address and our executive has successfully traced the subject.</p> <p>At the premises, our executive met Mr. Amit Malik (Head of Finance and Administration), who confirmed the existence of the subject on the given address.</p> <p>As per our executive's observation, it is a 4 storey building and subject is situated on the first floor. Area of the premise seems to be 9000 sq. ft.</p> <p>Location was easy to find, locality seems to be commercial and area near the premise seems to be upmarket.</p> <p>Landmark: Bank of Baroda</p> <p>Our executive has sighted approximately 50 employees along with telephone, fax machine, telex, computer, air conditioner, office equipment, xerox machine and furniture items at the premises.</p>

	Name board of the subject was sighted at the given address. On inquiry with Mr. Amit (Staff) from "Bank of Baroda" and Mr. Manjeet Arora (staff) from "Perfect Accounting", they confirmed the existence of the subject on the given address.
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NOTES :

Any query related to this report can be made on e-mail : infodept@mirainform.com while quoting report number, name and date.

ECGC Country Risk Classification List

Country Name	Previous Rating (31.12.2017)	Current Rating (01.04.2018)
India	A1	A1

Risk Category	ECGC Classification
Insignificant	A1
Low Risk	A2
Moderately Low Risk	B1
Moderate Risk	B2
Moderately High Risk	C1
High Risk	C2
Very High Risk	D

EXTERNAL AGENCY RATING

Rating Agency Name	Not Available
Rating	Not Available
Rating Explanation	Not Available
Date	Not Available

RBI DEFAULTERS' LIST STATUS

Subject's name is not enlisted as a defaulter in the publicly available RBI Defaulters' list.

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EPF (Employee Provident Fund) DEFAULTERS' LIST STATUS

Subject's name is not enlisted as a defaulter in the publicly available EPF (Employee Provident Fund) Defaulters' list as of 31-03-2018.

BIFR (Board for Industrial & Financial Reconstruction) LISTING STATUS

Subject's name is not listed as a Sick Unit in the publicly available BIFR (Board for Industrial & Financial Reconstruction) list as of 13.08.2018

IBBI (Insolvency and Bankruptcy Board of India) LISTING STATUS

Subject's name is not listed in the publicly available IBBI (Insolvency and Bankruptcy Board of India) list as of report date.

INFORMATION PARTED BY

Name :	Mr. Ankit Jain
Designation :	Senior Finance Officer
Contact No.:	91-9899746936
Date :	09.08.2018

LOCATIONS

Registered Office :	Lindsey North, Broadcasting House, Portland Place, London, W1A 1A
Tel. No.:	+44 (0)20 8008 0001 +44 (0) 207481 9797
Fax No.:	+44 (0)20 8008 5790
Liaison Office :	E-21, Hauz Khaz Market, New Delhi - 110016
Tel. No.:	91-11-42591200
Mobile No.:	91-9899746936 (Mr. Ankit Jain) 91-9899300089 (Mr. Padma Priya)
Fax No.:	Not Available
E-Mail :	media.action@bbc.co.uk ankit.jain@in bbcmediaaction.org srn-clc@snr.net.in ankit.jain@in.bbcmediaaction.org
Website :	www.bbcmediaaction.org
Area :	9000 sq. ft.
Location :	Rented
Locality :	Commercial

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DIRECTORS

Name :	Ms. Priyanka Dutt
Designation :	Country Director
Address :	6, Vasant Enclave, Rao Tula Ram Marg, Delhi – 110057, India
PAN No.:	AFPPD0273E

KEY EXECUTIVES

Name :	Mr. Ankit Jain
Designation :	Senior Finance Officer

BUSINESS DETAILS

Line of Business :	Subject is in business of media investment management and operations including digital media planning, buying, implementing and providing allied services to its various clients (Charitable project). (Registered Activity and also Confirmed by management)
Brand Names :	Not Available
Agencies Held :	Not Available
Exports : (Providing Services in)	
Countries :	<ul style="list-style-type: none"> • United Kingdom • Nigeria • Nepal • Bangladesh • United States
Imports :	Not Available
Terms :	
Selling :	Cheque
Purchasing :	Cheque and Credit

PRODUCTION STATUS NOT AVAILABLE

GENERAL INFORMATION

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Suppliers :	Not Available (Since subject is service provider, supplier details not available)		
Customers :	OEMs		
	Reference :	USA ID	
	Name of the Person :	Mr. Vijay Paulraj (Admin Head)	
	Contact No.:	91-9811100726	
	Since How Long Known :	--	
	Maximum Limit Dealt :	--	
	Experience :	--	
	Remark:	Unable to contact company and alternate number not provided by the subject company.	
	Reference :	UNK EF	
	Name of the Person :	Ms. Alka Malhotra (Admin Head)	
	Contact No.:	91-9818106094	
	Since How Long Known :	--	
	Maximum Limit Dealt :	--	
	Experience :	--	
	Remark:	Unable to contact company and alternate number not provided by the subject company.	
	Reference :	BNGF	
	Name of the Person :	Mr. Siddharth Swarup (Admin Head)	
	Contact No.:	91-9650255598	
	Since How Long Known :	--	
	Maximum Limit Dealt :	--	
	Experience :	--	
	Remark:	Unable to contact company and alternate number not provided by the subject company.	
No. of Employees :	50 (Approximately)		
Bankers :	Bank Name	Hong Kong and Shanghai Banking Corporation	
	Branch	Greater Kailash 1, New Delhi – 110048, India	
	Person Name (With Designation)	Mr. Himanshu (Relationship Manager)	
	Contact Number	91-8448134455	
	Name of Account Holder	BBC MEDIA ACTION (INDIA) LIMITED	
	Account Number	094218807001	

	Account Since (Date/Year of Account Opening)	2008
	Average Balance Maintained (If Possible)	INR 6.000 Million
	Credit Facilities Enjoyed (If any)	--
	Account Operation	--
	Remarks (If any)	Mr. Himanshu (Relationship Manager) denied to provide any information as it is confidential.

Auditors :	
Name :	S.R. Batliboi and Associates LLP Chartered Accountants
Address :	Golf View Corporate Tower B, Sector 42, Sector Road, Gurugram – 122002, Haryana, India
Tel. No.:	91-124-4644000
Fax No.:	91-124-4644050
Memberships :	
	Not Available
Collaborators :	
	Not Available
List of related parties where control exists :	
Ultimate holding entity : (As on 31.03.2016)	British Broadcasting Corporation, U.K.
Holding Entity (Head Office) : (As on 31.03.2016)	BBC Media Action (India) Limited, U.K.
Other Related parties where transactions have taken place	
Affiliates : (As on 31.03.2016)	<ul style="list-style-type: none"> • BBC World Service Trust – Project Office • BBC Global News India Private Limited • BBC World Service India Private Limited

CAPITAL STRUCTURE

As on 31.03.2017

Head Office Account INR 119.947 Million

FINANCIAL DATA
[all figures are in INR Million]

ABRIDGED BALANCE SHEET

SOURCES OF FUNDS	31.03.2017	31.03.2016	31.03.2015
I. EQUITY AND LIABILITIES			
(1) Shareholders' Funds			
(a) Head Office Account	119.947	88.856	86.368
(b) Reserves & Surplus	0.000	0.000	0.000
(c) Money received against share warrants	0.000	0.000	0.000
(2) Share Application money pending allotment	0.000	0.000	0.000
Total Shareholders' Funds (1) + (2)	119.947	88.856	86.368
(3) Non-Current Liabilities			
(a) Long-term borrowings	0.000	0.000	0.000
(b) Deferred tax liabilities (Net)	0.000	0.000	0.000
(c) Other long term liabilities	0.000	0.000	0.829
(d) Long-term provisions	12.144	8.777	6.031
Total Non-current Liabilities (3)	12.144	8.777	6.860
(4) Current Liabilities			
(a) Short term borrowings	0.000	0.000	0.000
(b) Trade payables	33.921	15.809	9.919
(c) Other current liabilities	4.378	3.563	6.145
(d) Short-term provisions	5.982	0.697	0.994
Total Current Liabilities (4)	44.281	20.069	17.058
TOTAL	176.372	117.702	110.286
II. ASSETS			
(1) Non-current assets			
(a) Fixed Assets			
(i) Tangible assets	7.518	6.036	7.568
(ii) Intangible Assets	0.979	1.529	2.324
(iii) Capital work-in-progress	0.000	0.000	0.000
(iv) Intangible assets under development	0.000	0.000	0.000
(b) Non-current Investments	0.000	0.000	0.000
(c) Deferred tax assets (net)	4.728	3.068	1.169
(d) Long-term Loan and Advances	5.841	4.452	4.347
(e) Other Non-current assets	0.000	0.000	0.000
Total Non-Current Assets	19.066	15.085	15.408

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(2) Current assets			
(a) Current investments	0.000	0.000	0.000
(b) Inventories	0.000	0.000	0.000
(c) Trade receivables	139.646	44.768	76.865
(d) Cash and cash equivalents	10.272	49.909	11.070
(e) Short-term loans and advances	7.388	7.940	6.943
(f) Other current assets	0.000	0.000	0.000
Total Current Assets	157.306	102.617	94.878
TOTAL	176.372	117.702	110.286

PROFIT & LOSS ACCOUNT

	PARTICULARS	31.03.2017	31.03.2016	31.03.2015
	SALES			
	Income	376.107	355.094	345.140
	Other Income	0.000	0.000	0.003
	TOTAL	376.107	355.094	345.143
Less	EXPENSES			
	Employees benefits expense	138.697	133.639	129.377
	Other expenses	187.481	180.375	175.722
	TOTAL	326.178	314.014	305.099
	PROFIT/ (LOSS) BEFORE INTEREST, TAX, DEPRECIATION AND AMORTISATION	49.929	41.080	40.044
Less	FINANCIAL EXPENSES	0.000	0.000	0.000
	PROFIT / (LOSS) BEFORE TAX, DEPRECIATION AND AMORTISATION	49.929	41.080	40.044
Less/ Add	DEPRECIATION/ AMORTISATION	2.825	3.034	3.061
	PROFIT/ (LOSS) BEFORE TAX	47.104	38.046	36.983
Less	TAX	19.915	15.943	15.491
	PROFIT/ (LOSS) AFTER TAX	27.189	22.103	21.492
	EARNINGS IN FOREIGN CURRENCY			
	Sales of Services	NA	249.151	345.140
	TOTAL EARNINGS	NA	249.151	345.140

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Particulars			31.03.2018
Sales Turnover (Approximately)			260.000
			(Due to less donation received)

Expected Sales (2018-2019) : INR 300.000 Million

The above information has been parted by Mr. Ankit Jain (Senior Finance Officer)

CURRENT MATURITIES OF LONG TERM DEBT DETAILS

Particulars	31.03.2017	31.03.2016	31.03.2015
Current Maturities of Long term debt	NA	NA	NA
Cash generated from operations	NA	77.140	22.447
Net cash flow from operating activities	NA	59.297	5.690

ADVERTISING AND SALES PROMOTION

Years	INR in Million
2016-2017	NA
2015-2016	1.416
2014-2015	0.505

KEY RATIOS

EFFICIENCY RATIOS

PARTICULARS	31.03.2017	31.03.2016	31.03.2015
Average Collection Days (Sundry Debtors / Income * 365 Days)	135.52	46.02	81.29
Account Receivables Turnover (Income / Sundry Debtors)	2.69	7.93	4.49
Average Payment Days (Sundry Creditors / Purchases * 365 Days)	0.00	0.00	0.00

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Inventory Turnover (Operating Income / Inventories)	0.00	0.00	0.00
Asset Turnover (Operating Income / Net Fixed Assets)	5.88	5.43	4.05

LEVERAGE RATIOS

PARTICULARS	31.03.2017	31.03.2016	31.03.2015
Debt Ratio (Borrowing + Current Liabilities) / Total Assets	0.25	0.17	0.15
Debt Equity Ratio (Total Liability / Networth)	0.00	0.00	0.00
Current Liabilities to Networth (Current Liabilities / Net Worth)	0.37	0.23	0.20
Fixed Assets to Networth (Net Fixed Assets / Networth)	0.07	0.09	0.11
Interest Coverage Ratio (PBIT / Financial Charges)	0.00	0.00	0.00

PROFITABILITY RATIOS

PARTICULARS		31.03.2017	31.03.2016	31.03.2015
Net Profit Margin [(PAT / Sales) * 100]	%	7.23	6.22	6.23
Return on Total Assets ((PAT / Total Assets) * 100)	%	15.42	18.78	19.49
Return on Investment (ROI) ((PAT / Networth) * 100)	%	22.67	24.88	24.88

SOLVENCY RATIOS

PARTICULARS	31.03.2017	31.03.2016	31.03.2015
Current Ratio (Current Assets / Current Liabilities)	3.55	5.11	5.56
Quick Ratio ((Current Assets – Inventories) / Current Liabilities)	3.55	5.11	5.56
G-Score Ratio Financial (Networth / Total Assets)	0.68	0.75	0.78

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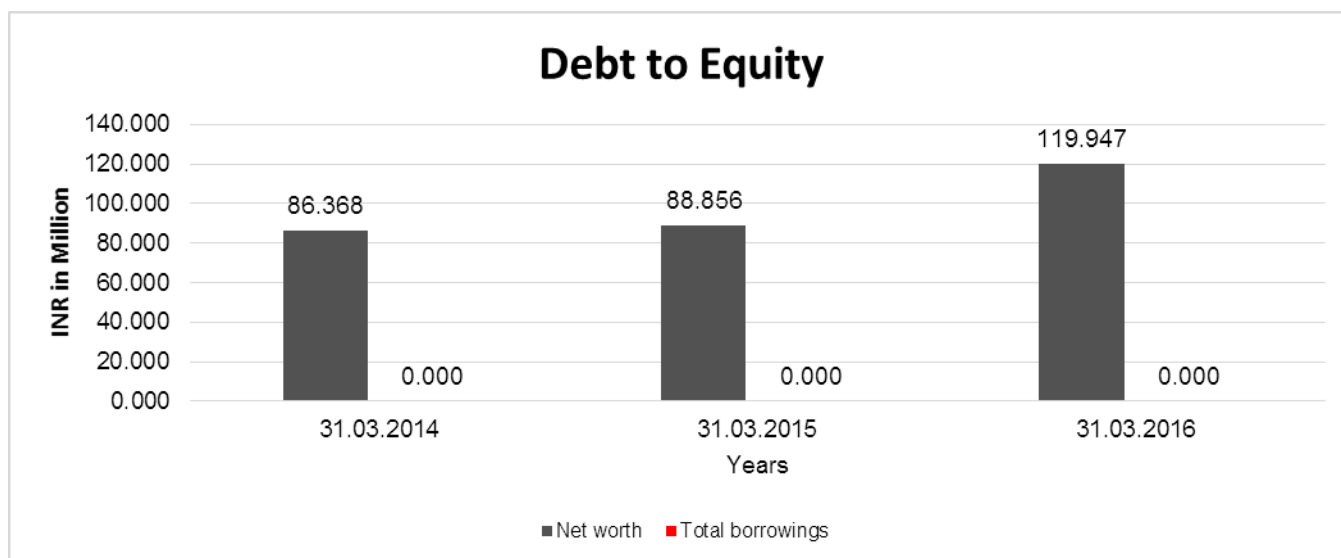
G-Score Ratio Debt (Debts / Equity Capital)	0.00	0.00	0.00
G-Score Ratio Liquidity (Total Current Assets / Total Current Liabilities)	3.55	5.11	5.56

Total Liability = Short-term Debt + Long-term Debt + Current Maturities of Long-term debts

FINANCIAL ANALYSIS
[all figures are in INR Million]

DEBT EQUITY RATIO

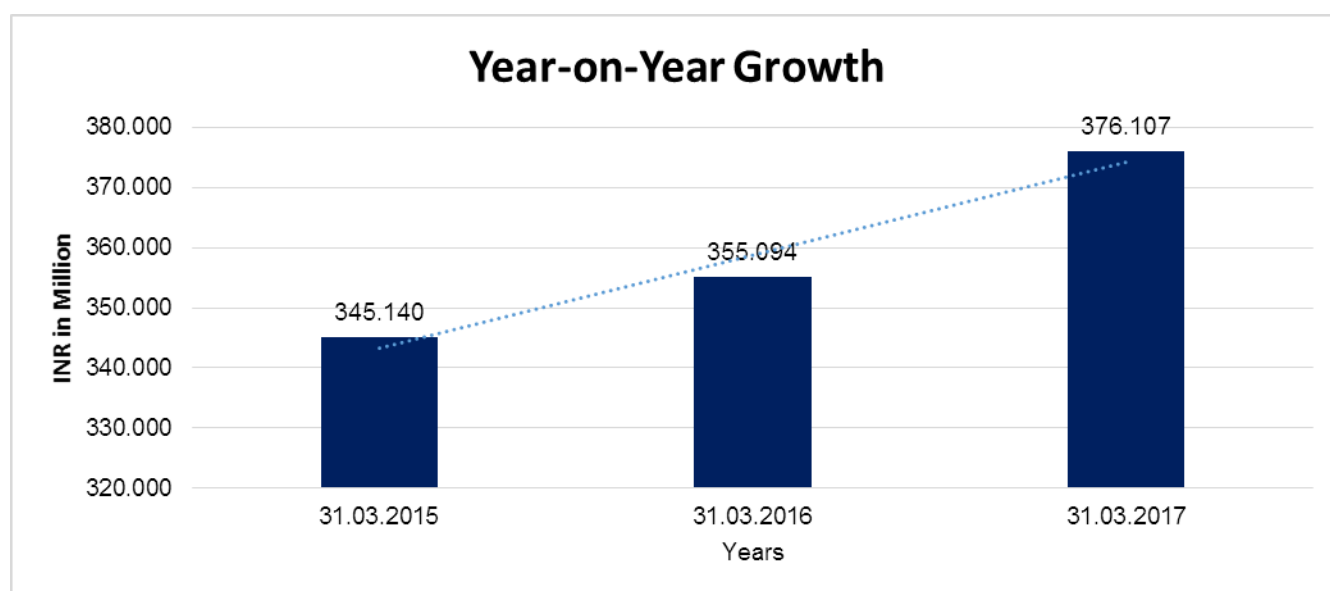
Particular	31.03.2015 INR In Million	31.03.2016 INR In Million	31.03.2017 INR In Million
Head Office Account	86.368	88.856	119.947
Reserves & Surplus	0.000	0.000	0.000
Money received against share warrants	0.000	0.000	0.000
Share Application money pending allotment	0.000	0.000	0.000
Net worth	86.368	88.856	119.947
long-term borrowings	0.000	0.000	0.000
Short term borrowings	0.000	0.000	0.000
Total borrowings	0.000	0.000	0.000
Debt/Equity ratio	0.000	0.000	0.000



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YEAR-ON-YEAR GROWTH

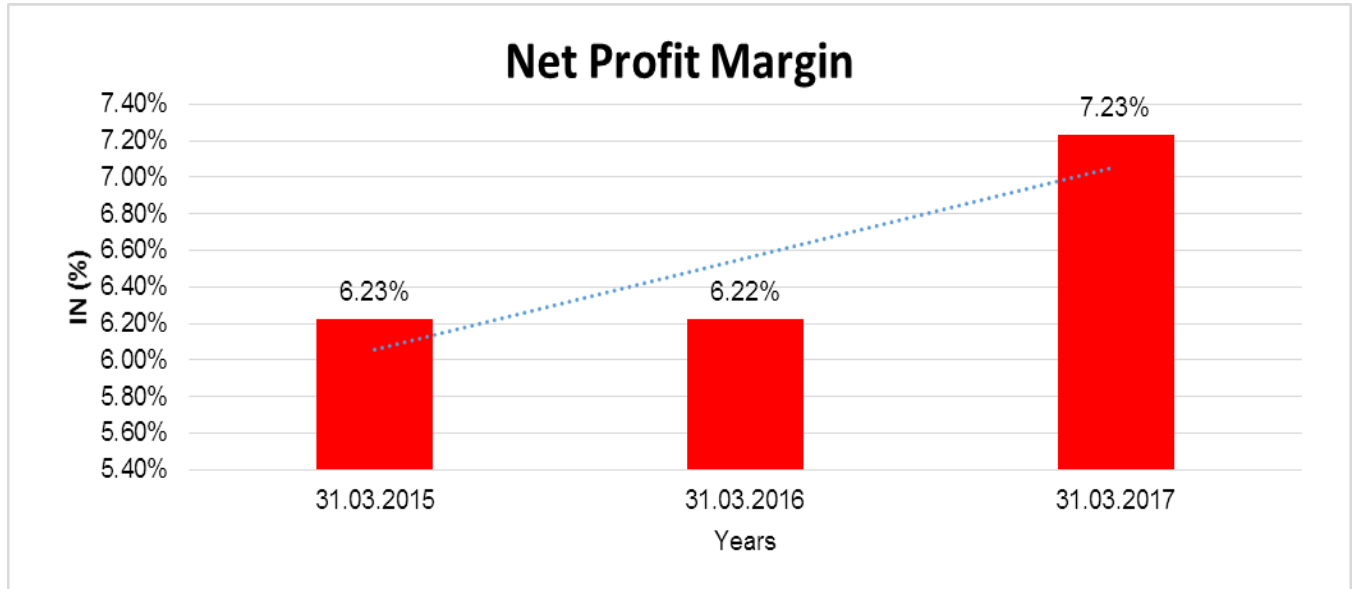
Year on Year Growth	31.03.2015	31.03.2016	31.03.2017
	INR In Million	INR In Million	INR In Million
Sales	345.140	355.094	376.107
		2.884	5.918



NET PROFIT MARGIN

Net Profit Margin	31.03.2015	31.03.2016	31.03.2017
	INR In Million	INR In Million	INR In Million
Sales	345.140	355.094	376.107
Profit/(Loss)	21.492	22.103	27.189
	6.23%	6.22%	7.23%

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LOCAL AGENCY FURTHER INFORMATION

Sr. No.	Check list by info agents	Available in Report (Yes/No)
1	Year of establishment	Yes
2	Constitution of the entity -Incorporation details	Yes
3	Locality of the entity	Yes
4	Premises details	Yes
5	Buyer visit details	Yes
6	Contact numbers	Yes
7	Name of the person contacted	Yes
8	Designation of contact person	Yes
9	Promoter's background	Yes
10	Date of Birth of Proprietor / Partners / Directors	No
11	Pan Card No. of Proprietor / Partners	Yes
12	Voter Id Card No. of Proprietor / Partners	No
13	Type of business	Yes
14	Line of Business	Yes
15	Export/import details (if applicable)	Yes
16	No. of employees	Yes
17	Details of sister concerns	Yes
18	Major suppliers	No
19	Major customers	Yes
20	Banking Details	Yes
21	Banking facility details	Yes

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22	Conduct of the banking account	--
23	Financials, if provided	Yes
24	Capital in the business	Yes
25	Last accounts filed at ROC, if applicable	Yes
26	Turnover of firm for last three years	Yes
27	Reasons for variation <> 20%	Yes
28	Estimation for coming financial year	Yes
29	Profitability for last three years	Yes
30	Major shareholders, if available	Yes
31	External Agency Rating, if available	No
32	Litigations that the firm/promoter involved in	--
33	Market information	--
34	Payments terms	Yes
35	Negative Reporting by Auditors in the Annual Report	No

INDEX OF CHARGES

No Charges Exists for Company

FIXED ASSETS

Tangible Assets

- Computers
- Leasehold Improvements
- Office equipments
- Furniture and Fixtures
- Vehicles

Intangible Assets

- Computer Software

OBSERVATION POINTS

Company Name :	BBC MEDIA ACTION (INDIA) LIMITED
Address :	E-21, Hauz Khaz Market, New Delhi – 110016, India
Contact No.:	91-9878180205
E-Mail :	amit.malik@in.bbcmmediaaction.org

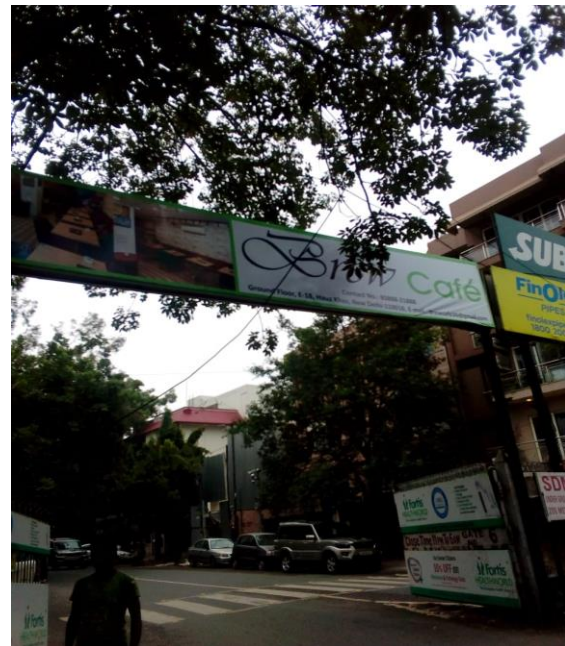
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Person to whom we met :	Mr. Amit Malik
Designation :	Head of Finance and Administration
Name Board :	Sighted
Location :	Easy
Landmark (If any) :	Bank of Baroda
Total floors of the building :	4 Floor
Subject situated on :	1st Floor
Locality:	Commercial
Area of premises :	9000 sq. ft.
Area :	Upmarket
No. of employees seen at premises :	50
Visibility Items :	<ul style="list-style-type: none"> • Telephone • Fax Machine • Telex • Computers • Air Conditioner • Office Equipment • Xerox Machine
Furniture items sighted :	Table, Chair, Sofa
Neighbour's Interview	
i.Name of company :	Bank of Baroda
Contact person name :	Mr. Amit
ii.Name of company :	Perfect Accounting
Contact person name :	Mr. Manjeet Arora
Neighbour's Overview :	Existence confirmed
Proof of visit :	Photographs and Visiting Card

PHOTOGRAPHS



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NEIGHBOUR



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CMT REPORT (Corruption, Money Laundering & Terrorism]

The Public Notice information has been collected from various sources including but not limited to: **The Courts, India Prisons Service, Interpol, etc.**

1] INFORMATION ON DESIGNATED PARTY

No records exist designating subject or any of its beneficial owners, controlling shareholders or senior officers as terrorist or terrorist organization or whom notice had been received that all financial transactions involving their assets have been blocked or convicted, found guilty or against whom a judgement or order had been entered in a proceedings for violating money-laundering, anti-corruption or bribery or international economic or anti-terrorism sanction laws or whose assets were seized, blocked, frozen or ordered forfeited for violation of money laundering or international anti-terrorism laws.

2] Court Declaration :

No records exist to suggest that subject is or was the subject of any formal or informal allegations, prosecutions or other official proceeding for making any prohibited payments or other improper payments to government officials for engaging in prohibited transactions or with designated parties.

3] Asset Declaration :

No records exist to suggest that the property or assets of the subject are derived from criminal conduct or a prohibited transaction.

4] Record on Financial Crime :

Charges or conviction registered against subject: **None**

5] Records on Violation of Anti-Corruption Laws :

Charges or investigation registered against subject: **None**

6] Records on Int'l Anti-Money Laundering Laws/Standards :

Charges or investigation registered against subject: **None**

7] Criminal Records

No available information exist that suggest that subject or any of its principals have been formally charged or convicted by a competent governmental authority for any financial crime or under any formal investigation by a competent government authority for any violation of anti-corruption laws or international anti-money laundering laws or standard.

8] Affiliation with Government :

No record exists to suggest that any director or indirect owners, controlling shareholders, director, officer or employee of the company is a government official or a family member or close business associate of a Government official.

9] Compensation Package :

Our market survey revealed that the amount of compensation sought by the subject is fair and reasonable and comparable to compensation paid to others for similar services.

10] Press Report :

No press reports / filings exists on the subject.

CORPORATE GOVERNANCE

MIRA INFORM as part of its Due Diligence do provide comments on Corporate Governance to identify management and governance. These factors often have been predictive and in some cases have created vulnerabilities to credit deterioration.

Our Governance Assessment focuses principally on the interactions between a company's management, its Board of Directors, Shareholders and other financial stakeholders.

CONTRAVENTION

Subject is not known to have contravened any existing local laws, regulations or policies that prohibit, restrict or otherwise affect the terms and conditions that could be included in the agreement with the subject.

FOREIGN EXCHANGE RATES

Currency	Unit	INR
US Dollar	1	INR 68.95
UK Pound	1	INR 88.19
Euro	1	INR 78.99

INFORMATION DETAILS

Information Gathered by :	PNM
Analysis Done by :	VIVR
Report Prepared by :	SUD

SCORE FACTORS

DEMERIT POINTS		
--BANK CHARGES	YES/NO	YES
--LITIGATION	YES/NO	NO
--OTHER ADVERSE INFORMATION	YES/NO	NO
MERIT POINTS		
--SOLE DISTRIBUTORSHIP	YES/NO	NO
--EXPORT ACTIVITIES	YES/NO	NO
--AFFILIATION	YES/NO	YES
--LISTED	YES/NO	NO
--OTHER MERIT FACTORS	YES/NO	YES

RATING EXPLANATIONS

Credit Rating	Explanation	Rating Comments
A++	Minimum Risk	Business dealings permissible with minimum risk of default
A+	Low Risk	Business dealings permissible with low risk of default
A	Acceptable Risk	Business dealings permissible with moderate risk of default
B	Medium Risk	Business dealings permissible on a regular monitoring basis
C	Medium High Risk	Business dealings permissible preferably on secured basis
D	High Risk	Business dealing not recommended or on secured terms only
NB	New Business	No recommendation can be done due to business in infancy stage
NT	No Trace	No recommendation can be done as the business is not traceable

NB is stated where there is insufficient information to facilitate rating. However, it is not to be considered as unfavourable.

This score serves as a reference to assess SC's credit risk and to set the amount of credit to be extended. It is calculated from a composite of weighted scores obtained from each of the major sections of this report. The assessed factors are as follows:

- Financial condition covering various ratios
- Company background and operations size
- Promoters / Management background
- Payment record
- Litigation against the subject
- Industry scenario / competitor analysis
- Supplier / Customer / Banker review (wherever available)

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